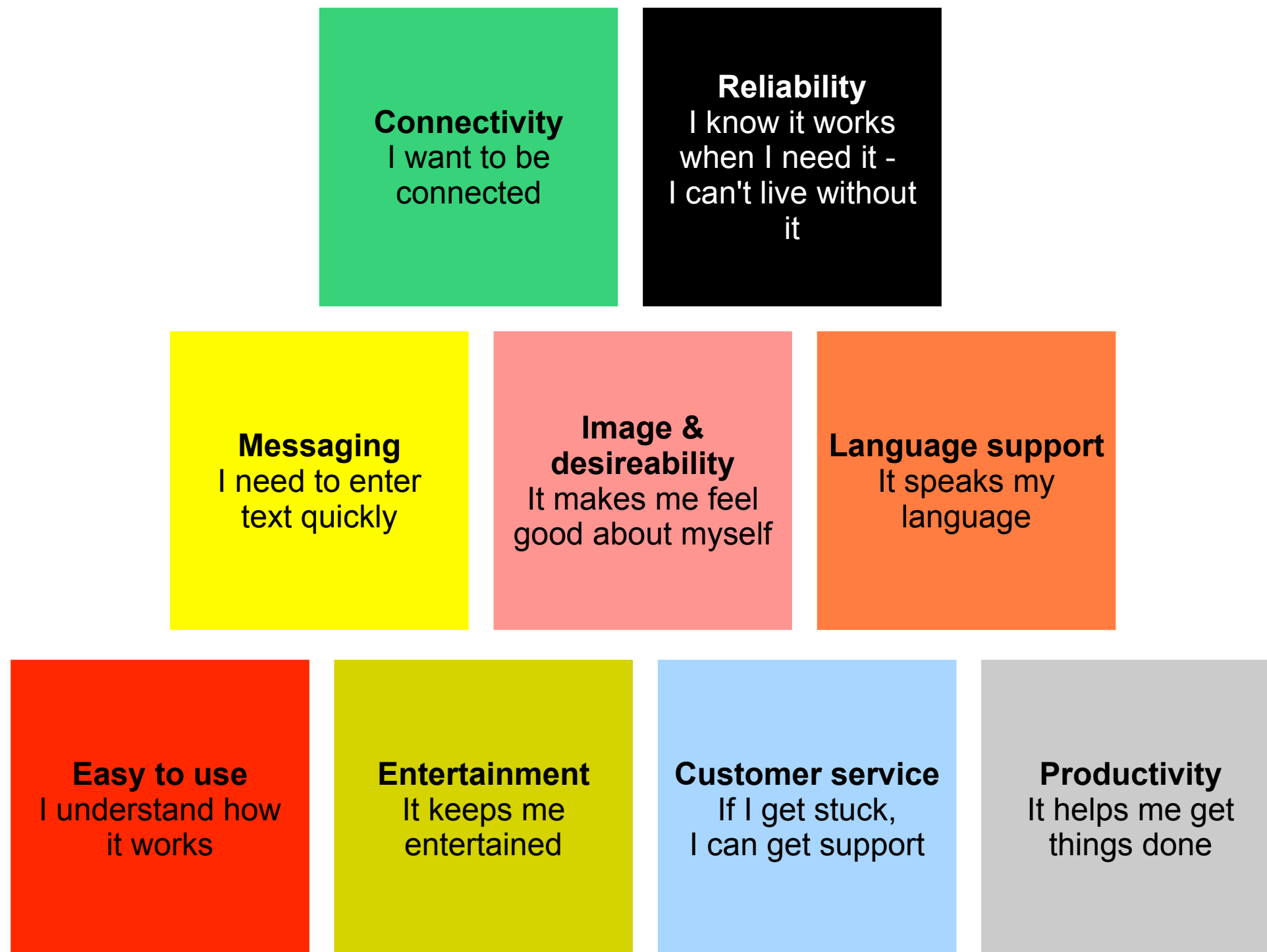


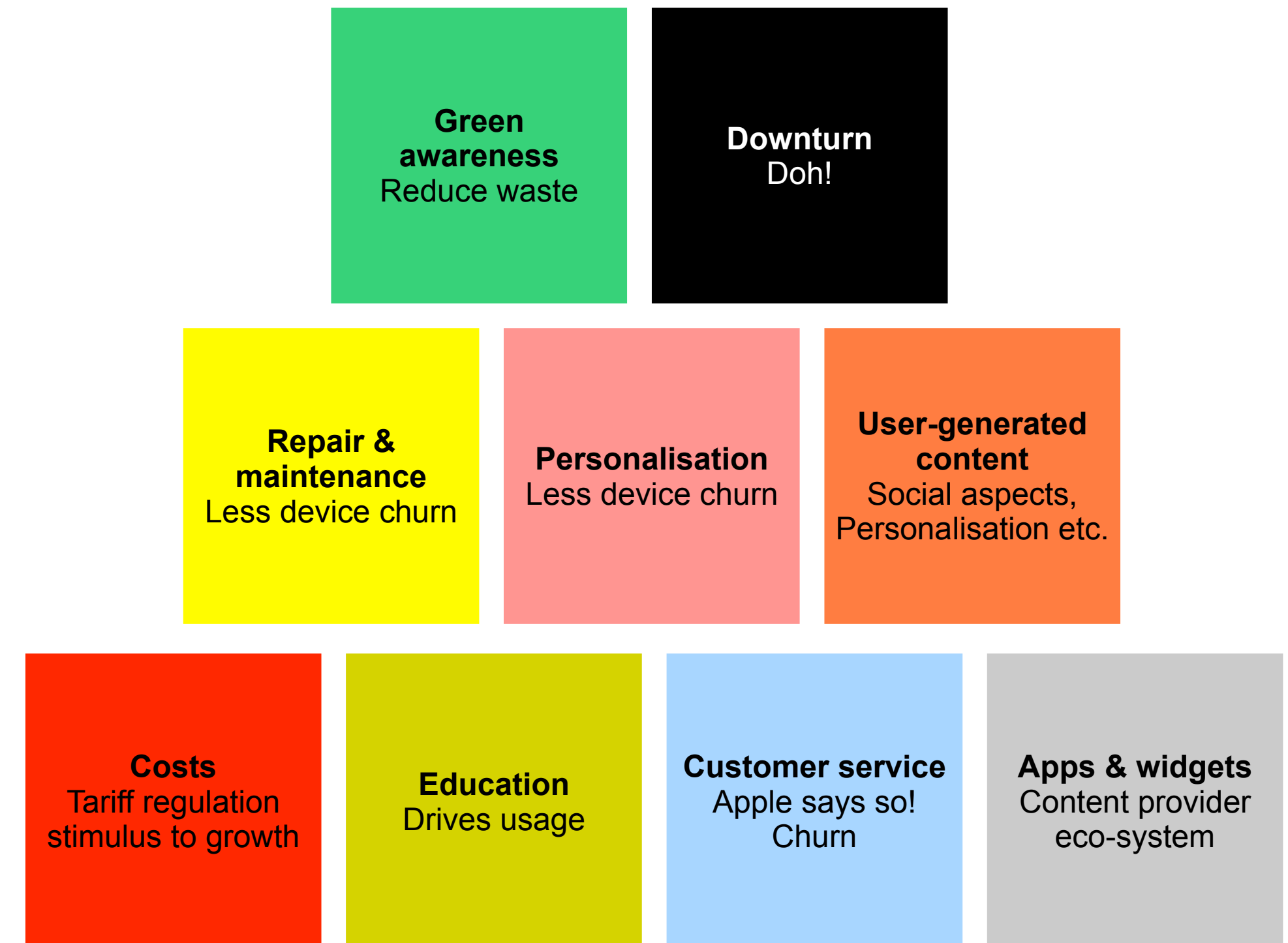
The building blocks of mobile user experience

The disconnect between consumer and industry perspectives

How the customers see it



How the industry sees it



At the 5th annual MEX Mobile User Experience Conference in London on 19th - 20th May 2009, two breakout teams of industry experts were given nine large, coloured building blocks. Each team was asked to break the mobile user experience into nine key elements. They used marker pens to label each building block with the name of the experience element it represented and a description of why it was important. Crucially, Team One considered the question from the perspective of an end user; in contrast, Team Two evaluated the question from the mobile industry viewpoint.

The differences are stark and obvious, with a strong contrast between both the language and content used by each group. While the end user group identified elements like language support, ease of use and image, the industry group focused on user-generated content, reducing waste and minimising device churn. **This disconnect between the way consumers see the mobile experience and the industry's understanding of customer needs continues to undermine the ability of the traditional mobile business to inspire growth in developed markets.**

MEX 2010 is in London on 19th - 20th May 2010. Visit pmn.co.uk/mex